



NORTH AMERICAN OLYMPIC TABLE TENNIS TRIALS

Event Marketing Campaign of the Year | SportsETA

EVENT POSTERS

EVERY BALL COUNTS.

THE OLYMPIC SPIRIT BURNS BRIGHTLY IN DOWNTOWN ROCKFORD IN OCTOBER

OCTOBER 5, 2019, 3 PM
BMO HARRIS BANK CENTER
300 ELM ST, ROCKFORD, IL 61101

TICKET INFORMATION
ROCKFORDOLYMPICTRIALS.COM
815-968-5222 BOX OFFICE

ROCKFORD, ILLINOIS USA
2019 NORTH AMERICAN OLYMPIC TRIALS

ROCKFORD ILLINOIS
ILLINOIS ALL ABOUT IT
gorockford.com

2019 RKFD LOOP
Rockford's Road to Rec-Pong Supremacy

The Rockford region is hosting its first-ever Olympic Trials—the 2019 ITTF North American Olympic Table Tennis Trials on Saturday, October 5, at BMO Harris Bank Center. In honor of this, the Rockford Area Convention & Visitors Bureau (RACVB) is proud to introduce the **RKFD LOOP**, a four-stop recreational qualifying series set for Thursdays in September. Qualifier winners will advance to semi-finals and championship play at BMO Harris Bank Center to crown the **2019 RKFD REC-PONG Champion**.

PARTICIPATING LOCATIONS

- Hope & Anchor**
September 5 @ 7 p.m.
- Casey's Pub**
September 12 @ 7 p.m.
- The Olympic Tavern**
September 19 @ 7 p.m.
- District Bar & Grill**
September 26 @ 7 p.m.

Register at the door
16-person draw

Semi-Finals & Championship
BMO Harris Bank Center
October 5
@ 2:30 p.m. & 6:30 p.m.
(times subject to change)

Free entry
Free giveaways
Qualifier winners get free tickets to Olympic Trials on October 5

ROCKFORDOLYMPICTRIALS.COM
Contact: Nick Povalitis at npovalitis@gorockford.com

CITY MARKET CELEBRITY SMASH
Rockford's Olympic Trials Celebrity Table Tennis Challenge

FRIDAY, SEPTEMBER 20 @ 5:30 PM
ROCKFORD CITY MARKET (INDOOR MARKET)

The Rockford region is hosting its first-ever Olympic Trials—the 2019 ITTF North American Olympic Table Tennis Trials on Saturday, October 5, at BMO Harris Bank Center. In honor of this, the Rockford Area Convention & Visitors Bureau (RACVB) is proud to introduce the **CITY MARKET CELEBRITY SMASH**, an eight-person local celebrity table tennis tournament! Please join us for fun and free giveaways in support of Rockford's first-ever Olympic Trials.

ROCKFORDOLYMPICTRIALS.COM
Contact: Nick Povalitis at npovalitis@gorockford.com

RALLY RKFD
Rockford's Official Olympic Table Tennis Trials Fan Festival

Presented by
northwestbank

SATURDAY, OCTOBER 5
11 AM - 3 PM
STATE & MAIN STREETS, DOWNTOWN ROCKFORD

Food & Beverages • Recreational Table Tennis •
Live Music • Ceremonial Ping Pong Ball Drop

The Rockford region is hosting its first-ever Olympic Trials—the 2019 ITTF North American Olympic Table Tennis Trials on Saturday, October 5, at BMO Harris Bank Center. Come out to **RALLY RKFD**, the official all-ages FREE pre-game festival! Gates open at 11 a.m. on Main Street between Mulberry and Elm Streets, the ceremonial ping pong ball drop is at 2 p.m., and rally to Rockford's first-ever Olympic Trials at 3 p.m.!

ROCKFORDOLYMPICTRIALS.COM



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PRINT COLLATERAL

THE ROAD TO TOKYO RUNS THROUGH BMO HARRIS BANK CENTER
SATURDAY, OCTOBER 5, 2019!

International titans of men's and women's table tennis will invade **BMO Harris Bank Center** in vibrant downtown Rockford Saturday, October 5 for the first ever *Olympic Trials* to be held in our famously sports-centric city. Once named *Sportstown USA* by *Sports Illustrated* magazine, some say Rockford is past due for an international event of Olympic stature.

"I lived and worked in Rockford for several years," said Gordon Kaye, Managing Director of International Table Tennis Federation. "I love the city and its fun-loving, competitive spirit. The very first thing I noticed about it when I moved there was how much Rockford loves sports and athletes. Sports are in Rockford's DNA. So, yes; if anyplace deserves an Olympic Trials, it's Rockford, Illinois!"

"THE AMERICANS & CANADIAN TEAMS WILL WALK IN TOGETHER, BUT ONLY ONE TEAM WILL WALK OUT WITH ITS PASSPORTS PUNCHED FOR THE TOKYO OLYMPICS"

"The competition at this trials will be intense," said Tony Kiesenhofer, ITTF North America Regional Director. The Americans and Canadian teams will walk in together, but only one team will walk out with its passports punched for the Tokyo Olympics. There is a lot at stake. We at ITTF are so happy to bring the excitement of international table tennis to Rockford, IL. I can't wait to see the city turn out and be blown away by the skill of the American and Canadian athletes."

With its lightning speed, amazing eye-hand coordination and baffling spin table tennis is an incredibly exciting sport to witness at the international level. Teams will be comprised of three athletes each (supplemented by reserves) playing best two out of three matches.

Thousands of fans are expected to attend the trials. We encourage you to plan to be a part of Rockford sports history! **Single Session** tickets start at \$10. **All Day passes** start at \$15.

ROCKFORD, ILLINOIS USA
2019 NORTH AMERICAN OLYMPIC TRIALS

ILLINOIS AND YOU ARE AMAZING

print mailer



print mailer bonus piece



billboard

ROCKFORD, ILLINOIS USA
2019 NORTH AMERICAN OLYMPIC TRIALS

**PURCHASE TICKETS TODAY AT
ROCKFORDOLYMPICTRIALS.COM**

OCTOBER 5, 3 PM
BMO HARRIS BANK CENTER

Real Original. ROCKFORD ILLINOIS, USA

ILLINOIS AND YOU ARE AMAZING



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DIGITAL ASSETS



digital ad



digital ad



recap video (<https://www.youtube.com/watch?v=AlMvy9ch68I>)



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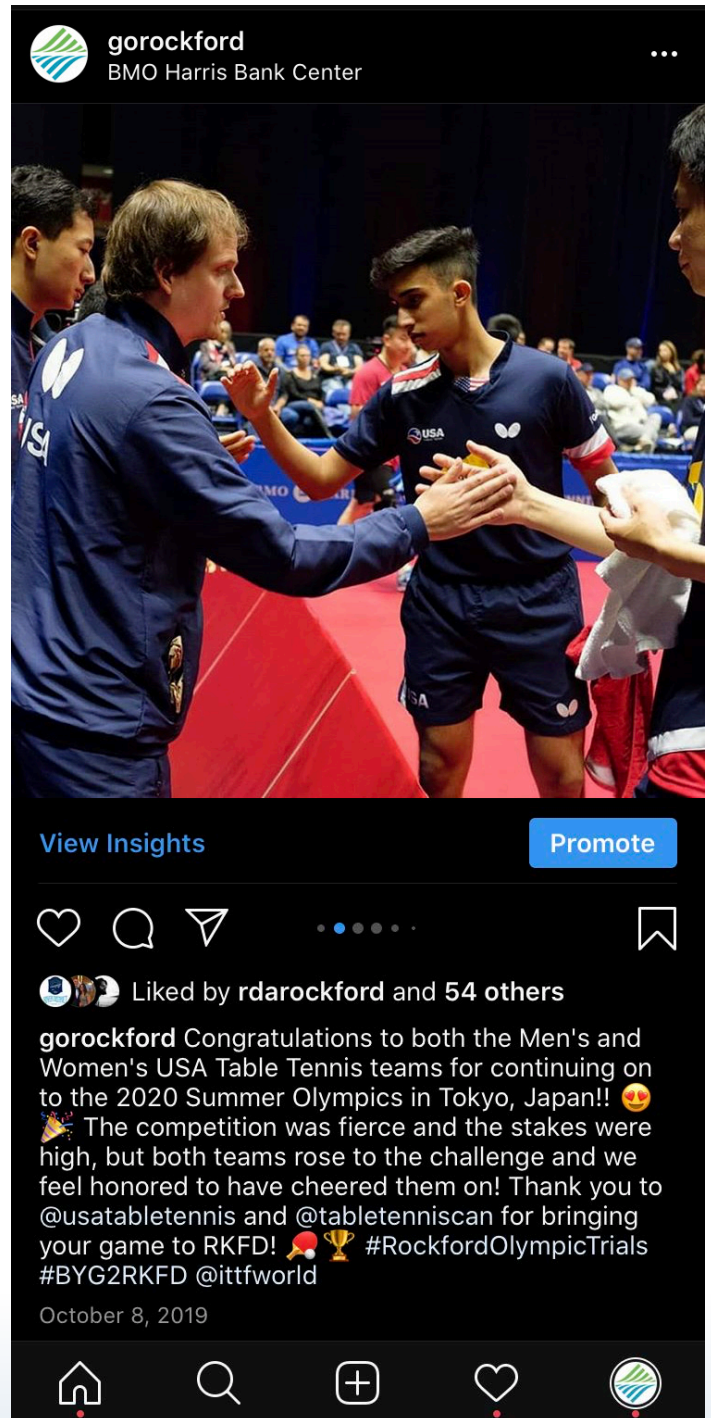
SOCIAL MEDIA



Facebook post



Twitter post



Instagram post



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PRE-EVENTS





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2020 SportsETA Awards Event Marketing Campaign of the Year Honoree

As part of its event diversification and organizational brand awareness strategies, RACVB successfully attracted and hosted the first-ever Olympic Trials in Rockford last year—the 2019 International Table Tennis Federation (ITTF) North American Olympic Table Tennis Trials. That success was due to a comprehensive event marketing campaign that leveraged traditional and nontraditional platforms spanning from the early stages of the bid process through the event’s completion.

By building a multi-faceted marketing campaign for the 2019 ITTF North American Olympic Table Tennis Trials, RACVB reached a varied audience that included visitors, residents, sports enthusiasts, event operators and rights holders, corporate bases and other influencers in the region. Additionally, the sport of table tennis and the connection to the 2020 Tokyo Summer Olympic Games—as referenced as a campaign centerpiece, the road to the Tokyo Games literally went through Rockford—provided RACVB access to new audiences regionally, nationally and internationally. RACVB targeted Madison and Milwaukee, WI, and Chicago with digital and billboard placements as a strategic effort to reach communities that have a vast table tennis fan and player base. Moreover, the ITTF and USA Table Tennis partnership accessed millions of viewers as the Trials were streamed to international audiences via the two entities’s global platforms.

While centering on this being Rockford’s first-ever Olympic Trials, RACVB’s goals included: diversifying its event portfolio; building brand awareness by hosting an international event; fostering community pride by engaging locals in a series of free public events that enhanced engagement and built positive brand perception among residents; garnering earned media nationally and internationally; reaching our sports tourism target audiences including trade publications and event operators; refining and enhancing our event productions expertise; and growing relationships locally with municipal and corporate partners to grow opportunities for future tourism programming support.

The marketing campaign’s creative process began when RACVB incorporated a complete marketing plan and timeline into the contract addendum between the ITTF and host venue (BMO Harris Bank Center). That creative process began by hiring an advertising firm to design the Trials event logo and accompanying branding elements as the foundation for a campaign. Thereafter, RACVB created a digital agenda positioning GoRockford.com—including the dedicated RockfordOlympicTrials.com microsite—as the Trials go-to source for information by leveraging RACVB social channels (including organic and boosted posts across its Facebook, Twitter, Instagram, Snapchat and YouTube channels) and static and video ads in strategic markets (Rockford, Chicago, Madison, Milwaukee primarily) from September 9–October 4, 2019. Moreover, RACVB used dedicated Facebook event pages for the two Trials sessions *and* six community activation events that led to the Trials.

In addition to a hefty online presence, GoRockford sent six eblasts to stakeholders, citizens, media and marketing partners, and created corporate mailers that were sent to more than 6,000 area businesses to foster event awareness and attendance. RACVB also negotiated in-kind and paid advertising in print (Rockford Register Star, The Rock River Times, Northwest Quarterly), radio (Townsquare Media, Mid-west Family Broadcasting), television (WREX, WTOV, WQRF, WIFR), and Lamar Advertising outdoor placements in the Rockford, Chicago, Madison, WI, and Milwaukee areas. Other traditional marketing components included



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event signage, banners, posters, flyers, window wraps and additional creative to complement the event's presentation inside of BMO Harris Bank Center.

RACVB's Olympic Trials marketing activations included curating the RKFD Loop, a recreational local tournament that culminated in rec players competing for the official city championship. The RKFD Loop featured four restaurant/bars in the Rockford region during the month of September, which ended with two local rec players vying for city championship supremacy on the official court as part of the Oct. 5 Olympic Trials production. In addition to engaging recreational players, RACVB created the City Market Celebrity Smash to drive media awareness around the first-ever Olympic Trials in the city. The Smash included eight local celebrities as part of Rockford City Market, a weekly street festival that draws 6,000+ attendees each week. All Rockford and regional media attended and covered the Smash, contributing significantly to the tourism narrative as it relates to the Trials. The final in-market marketing activation was dubbed Rally RKFD, the official pre-Trials community celebration on the morning of Oct. 5 Trials. Rally RKFD featured food and beverage, live music, bounce houses, recreational table tennis and a giant drop of 700 Olympic Trials branded ping pong balls to ceremonially kick off the Trials at BMO Harris Bank Center.

By blending its marketing mix between visitor and resident audiences, RACVB maximized the campaign's effectiveness and reach, drove visitors to Rockford and enhanced RACVB's brand awareness as a local, regional and national tourism authority. The below data indicates the success of RACVB's holistic event marketing campaign:

- Digital campaign (Sept 9-Oct 4) metrics including 1,752,719 digital display impressions, 196,571 digital pre-roll impressions, and average click-through rates of 0.28% in Milwaukee, Madison and Chicago suburbs.
- Total event attendance (Trials, RKFD Loop, City Market Celebrity Smash and Rally RKFD) of 2,500.
- Total media reach of 4,387,647.
- Out-of-market digital campaign reach of 1,949,290.
- 1,706,823 outdoor/billboard impressions.
- \$434,272 of business direct tourism sales.
- \$40,585.73 generated in total media average ad value.
- 7,088 page views of RockfordOlympicTrials.com.
- A click-through rate of 3.84 for paid search, outperforming the industry standard by two times.
- ROI Sources: Destinations International, GrahamSpencer, Lamar Advertising Company, Meltwater and Simpleview.